

MAY - 2 2012

Federal Communications Commission
Office of the Secretary

TV Ratings System

National Online Teen Survey

Interview Schedule


**PUBLIC OPINION
STRATEGIES**
HART
RESEARCH
 ASSOCIATES

Project #: 11590

Field Dates: December 4-18, 2011

N=500 Teenagers (13-17 yrs old)

In this document:

- * An asterisk (*) in a response category means that less than 0.5% of respondents chose that response category and a dash (-) represents no response.
 - * **SKIP** - Data under this heading reflect results off the "Skip base." The "Skip base" is the percentage of teens that are asked a question because they meet a criteria based on a response to a previous question, meaning not all 500 respondents received that question.
 - * **TOT** - Data under this header reflect results off the "Total base." The "Total base" is the percentage of the total sample, in this survey that is 500 13-17 year olds. Unless otherwise specified, results are shown off the "Total Base."
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1. What is the total number of television sets, if any, in your household that are usually kept in working order?

--	0
6%	1
20%	2
31%	3
28%	4
15%	5+

D1. Please indicate below how old you are?

--	12 or under (THANK AND TERMINATE)
17%	13
20%	14
19%	15
21%	16
23%	17
--	18 or older (THANK AND TERMINATE)

A. Please record your gender:

50%	Male
50%	Female

2. Do you have your own cellphone?

85%	Yes
15%	No

(IF HAVE OWN CELLPHONE (Q2:1), THEN ASK:)(SKIP BASE = 426 TEENS WITH CELL PHONES)

2a. Do you have internet access from your cellphone, or not?

<u>SKIP</u>	<u>TOT</u>	
68%	58%	Yes, do have internet access from my cell phone
32%	27%	No, do not have internet access from my cell phone

3. Including yourself, how many kids under age 18 live in your house?

38%	1
35%	2
17%	3
6%	4
2%	5
1%	OVER 5
2.0	MEAN

4. Thinking about being a teenager today compared to when your parents were your age, do you think being a teenager now is (ROTATE) easier, harder, or about the same as it was for your parents?

21% Easier
62% Harder
17% About the same

(IF 'HARDER' Q4:2, THEN ASK:) (COLLECT A MAXIMUM OF 125 RESPONSES)

5. In the space provided below, please write what specifically you think is harder today about being a teenager than when your parents were being raised? If you would rather not provide your opinion on this topic please check the box that reads decline to respond.

SEE VERBATIM RESPONSES

- X1. Thinking about the economic recession for just you and your family--how much of an impact has it had on you and your family--using a scale of 1 to 10 with 10 meaning a tremendous amount, 5 meaning just some effect, and 1 meaning almost no effect, what number would you select? You may choose any number from one to ten.

40% 8-10
47% 5-7
9% 1-4
6.8 MEAN

12% 10 - A Tremendous Amount
8% 9
20% 8
17% 7
10% 6
20% 5 - Just Some Effect
2% 4
3% 3
2% 2
2% 1 - Almost No Effect

4% Not sure

There are many different factors that may influence your behavior and the things you do. For each of the following, please indicate how much influence you think it has on your behavior and the things you do. If one does not apply to you just mark the "Not Applicable" box provided and move on to the next item.

(RANDOMIZE ITEMS)

	A lot	Some	Only A Little	None At All	Not Applicable
6. Your teachers	18%	42%	25%	11%	4%
	60%		36%		
7. Your friends	34%	41%	18%	5%	2%
	75%		23%		
8. Your parents	62%	23%	11%	3%	1%
	85%		14%		
9. The TV shows you watch	7%	29%	38%	23%	3%
	36%		61%		

(ASK Q10-11 OF SAMPLE A)(N=250)

10. The material you view on the internet	10%	33%	35%	18%	4%
	43%		53%		
11. The music you listen to	14%	29%	31%	21%	4%
	43%		53%		

(ASK Q12-14 OF SAMPLE B)(N=250)

12. Social media sites such as Facebook, MySpace, or Twitter	12%	27%	31%	21%	9%
	39%		52%		
13. The movies you watch	8%	23%	43%	23%	3%
	31%		66%		
14. The video games you play	7%	19%	28%	37%	9%
	26%		65%		

Below is a list of a few areas in which parents may supervise their children. For each area listed below, please indicate if your parents provide a great deal of supervision, quite a bit, just some, not that much, or almost no supervision? If one does not apply to you just mark the "Not Applicable" box provided and move on to the next item. **(RANDOMIZE ITEMS)**

	Great Deal Of Supervision	Quite A Bit Of Supervision	Just Some Supervision	Not That Much Supervision	Almost No Supervision	Not Applicable
15.	Your school work					
	35%	31%	19%	7%	6%	2%
	66%			13%		
16.	The television programs that you watch					
	10%	25%	31%	18%	13%	3%
	35%			31%		
(ASK Q17-19 OF SAMPLE A)(N=250)						
17.	The clothes that you wear					
	15%	29%	27%	17%	8%	4%
	44%			25%		
18.	The music that you listen to					
	8%	21%	24%	23%	19%	5%
	29%			42%		
19.	Your choice of friends					
	14%	25%	31%	17%	10%	3%
	39%			27%		
(ASK Q20-22 OF SAMPLE B)(N=250)						
20.	The movies you watch					
	12%	27%	34%	15%	11%	1%
	39%			26%		
21.	The video games you play					
	9%	20%	29%	21%	14%	8%
	29%			35%		
22.	The sites you visit on the internet					
	19%	22%	28%	15%	15%	1%
	41%			30%		

(SHOW TO ALL)

23. Now, suppose for a moment that you had to give up something for a week. Which one or two of the following would be the hardest thing for you to give up for a week? (**ACCEPT UP TO TWO RESPONSES.**)

Results have been ranked by highest %

45% Using the internet
39% Using your cellphone
27% Watching television
27% Listening to music
22% Playing video games
13% Playing sports
11% Reading books or magazines
1% Other (Specify _____)

Thinking some more about TV...

24. Before this survey, were you aware or not aware that broadcast and cable networks provide ratings for television programs to help parents evaluate television programs for their children?

82% Aware
18% Not aware

-
25. Before this survey, were you aware or not aware that parental ratings for television programs appear on screen at the start of shows on broadcast and cable television?

81% Aware
19% Not aware

-
26. How well do you feel you understand the parental ratings for television programs?

82% TOTAL WELL
18% TOTAL NOT WELL

31% Very well
51% Somewhat well
15% Not too well
3% Not well at all

27. As you may know, broadcast and cable networks rate television programs. In general, would you say you have a favorable or unfavorable opinion of the ratings for television programs to help parents evaluate television programs for their children?

45% Favorable
9% Unfavorable
46% No opinion

(IF 'FAVORABLE/UNFAVORABLE' Q27:1-2, THEN ASK:)

28. In the space provided below, please write one or two reasons why you have a (favorable/unfavorable) opinion of the ratings for television programs to help parents evaluate television programs for their children. If you would rather not provide your opinion on this topic please check the box that reads decline to respond.

SEE VERBATIM RESPONSES

29. Below are a few kinds of rules that some parents make about TV for their kids. For each rule, please indicate if:

A) That rule applies to you or not

B) If the rule does apply to you, whether you think this rule is mostly fair or mostly unfair.

Question A:			Skip Base shown off % Does Apply	
In my house today this rule...			Question B:	
Does	Does not		Mostly	Mostly
apply to me	apply to me		fair	unfair
29A_1. Only allowed to watch TV for a certain number of hours				
40%	60%	SKIP	75%	25%
		TOT	30%	10%
29A_2. Only allowed to watch TV at certain times of the day				
33%	67%	SKIP	77%	23%
		TOT	25%	8%
29A_3. Not allowed to watch certain TV programs				
56%	44%	SKIP	75%	25%
		TOT	41%	14%
29A_4. Only allowed to watch TV after doing homework or chores				
61%	39%	SKIP	88%	12%
		TOT	54%	7%
29A_5. Only allowed to watch TV shows based on the parental rating				
32%	68%	SKIP	75%	25%
		TOT	24%	8%

30. Now think back to when you were between the ages of 8 and 12 years old. Below are the same rules that some parents make about TV for their kids that you just saw. On this screen, please indicate if:

- A) Each rule applied to you at any time when you were between the ages of 8 and 12.
- B) If the rule did apply to you, indicate whether you think the rule was mostly fair or mostly unfair.

Question A:				Skip Base shown off % Did Apply	
When I was 8-12 years old this rule...				Question B:	
Did	Did not	Don't		Mostly	Mostly
apply to me	apply to me	Remember		fair	unfair
30A_1. Only allowed to watch TV for a certain number of hours					
60%	35%	5%	SKIP	77%	23%
			TOT	46%	14%
30A_2. Only allowed to watch TV at certain times of the day					
56%	37%	6%	SKIP	79%	21%
			TOT	45%	12%
30A_3. Not allowed to watch certain TV programs					
75%	19%	6%	SKIP	82%	18%
			TOT	61%	14%
30A_4. Only allowed to watch TV after doing homework or chores					
73%	21%	5%	SKIP	88%	12%
			TOT	64%	9%
30A_5. Only allowed to watch TV shows based on the parental rating					
52%	38%	10%	SKIP	84%	16%
			TOT	44%	8%

Summary of Rules: Ranked by Current Rules

Rules	Q29A % Applies Now	Q30A % Applied At 8-12
Only allowed to watch TV after doing homework or chores	61%	73%
Not allowed to watch certain TV programs	56%	75%
Only allowed to watch TV for a certain number of hours	40%	60%
Only allowed to watch TV at certain times of the day	33%	56%
Only allowed to watch TV shows based on the parental rating	32%	52%
Rules (Shown off "skip base" of teens for whom the rule does/did apply to them)	Q29B % Fair Now	Q30B % Was Fair At 8-12
Only allowed to watch TV after doing homework or chores	88%	88%
Only allowed to watch TV at certain times of the day	77%	79%
Only allowed to watch TV shows based on the parental rating	75%	84%
Not allowed to watch certain TV programs	75%	82%
Only allowed to watch TV for a certain number of hours	75%	77%

Below is some more detailed information. For each item, please check whether this was something you were aware of or not aware of before this survey.

Aware Not Aware

31. The parental ratings provide guidance based on the age of the child, including TV-Y, TV-Y7, TV-G, TV-PG, TV-14, and TV- MA.

84% 16%

32. The parental ratings provide information about the content of the program using letters such as D (suggestive dialogue), L (coarse or crude language), S (sexual situations), V (violence), or FV (fantasy violence).

72% 28%

33. Thinking some more about the parental ratings for TV shows, for each of the items please indicate:

A) Whether your parents allow you to watch television programs with that rating.

Then, think back to when you were between the ages of 8 and 12 years old and indicate:

B) If your parents allowed you to watch television programs with that rating at any time when you were 8-12 years old.

Question A:		Question B:		
<u>In my house, my parents...</u>		<u>When I was 8-12 years old, my parents...</u>		
Do Allow me to watch TV shows with this rating	Do Not Allow me to watch TV shows with this rating	Allowed me to watch TV shows with this rating	Did Not Allow me to watch TV shows with this rating	Don't Remember
33A_1. TV-PG 92%	8%	77%	14%	9%
33A_2. TV-14 90%	10%	51%	33%	15%
33A_3. TV-MA 55%	45%	18%	67%	15%

Still thinking about the parental ratings for TV shows...some parents set rules about TV for their kids based on what individual programs contain. This information is provided with the parental ratings using letters like D for suggestive dialogue, L for coarse or crude language, S for sexual situations, and V for violence.

34. For each of the items please indicate:

A) Whether your parents allow you to watch television programs with that letter rating.

Then, think back to when you were between the ages of 8 and 12 years old and indicate:

B) If your parents allowed you to watch television programs with that letter rating at any time when you were 8-12 years old.

Question A:		Question B:		
<u>In my house, my parents...</u>		<u>When I was 8-12 years old, my parents...</u>		
Do Allow me to watch TV shows with this rating	Do Not Allow me to watch TV shows with this rating	Allowed me to watch TV shows with this rating	Did Not Allow me to watch TV shows with this rating	Don't Remember
34A_1. D (suggestive dialogue)				
74%	26%	28%	57%	15%
34A_2. L (coarse or crude language)				
72%	28%	27%	60%	13%
34A_3. S (sexual situations)				
44%	56%	9%	80%	11%
34A_4. V (Violence)				
77%	23%	34%	55%	11%

Talking some more about watching TV...

35. Generally speaking, how many hours in a day, if any, do you watch television?

				Less than														
0-2	3-4	5+	0	1 hr	1	2	3	4	5	6	7	8	9	10+	Mean	Median		
41%	41%	18%	2%	4%	6%	29%	25%	16%	11%	4%	1%	2%	*	5%	3.2	3.0		

(SHOW TO ALL:)

36. As best as you can recall, have you gotten a new TV in your house in the last ten years?

88%	Yes
8%	No
4%	Can't recall

37. Do you get either cable or satellite television in your house, or not?

89%	Yes, get cable or satellite television
11%	No, do not get cable or satellite television

(ROTATE Q38-39 WITH Q40-41)

(IF Q36:1, THEN ASK:)(SKIP BASE = 441 TEENS WITH A NEW TV)

38. A V-Chip is a technology that is built into many television sets that allows parents to block TV programs based on their TV rating. As far as you know, do any of the televisions in your house have a V-Chip?

<u>SKIP</u>	<u>TOT</u>	
27%	24%	Yes, TV has a V-Chip
28%	25%	No, TV does not have a V-Chip
45%	39%	Don't know

(IF 'YES, HAVE V-CHIP' Q38:1, THEN ASK:)(SKIP BASE = 118 TEENS WITH A V-CHIP TV)

39. Have your parents or another adult in your house programmed the V-Chip to block certain shows they do not want you (and your siblings) to watch?

<u>SKIP</u>	<u>TOT</u>	
43%	10%	Yes, parents have programmed V-Chip to block shows
52%	12%	No, parent have not programmed V-Chip to block shows
5%	2%	Don't know

(IF Q37:1, THEN ASK:)(SKIP BASE = 447 TEENS WITH SAT/CABLE SERVICE)

- | <u>SKIP</u> | <u>TOT</u> | |
|--------------------|-------------------|---|
| 63% | 56% | Yes, cable or satellite provide parental controls |
| 17% | 15% | No, cable or satellite provide parental controls |
| 20% | 18% | Don't know |

<u>SKIP</u>	<u>TOT</u>	
49%	28%	Yes, parents have used the cable or satellite provided parental controls
44%	25%	No, parents have not used the cable or satellite provided parental controls
7%	3%	Don't know

98%	Yes
2%	No

- | | | | | | | | | | | | | | | | | | | |
|------------|----------|------------|-----------|----------|-------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|------------|-------------|---------------|--|
| | | | | | Less than | | | | | | | | | | | | | |
| <i>0-1</i> | <i>2</i> | <i>3-4</i> | <i>5+</i> | <i>0</i> | <i>1 hr</i> | <i>1</i> | <i>2</i> | <i>3</i> | <i>4</i> | <i>5</i> | <i>6</i> | <i>7</i> | <i>8</i> | <i>9</i> | <i>10+</i> | <i>Mean</i> | <i>Median</i> | |
| 27% | 23% | 32% | 18% | 1% | 7% | 19% | 23% | 19% | 12% | 6% | 5% | 2% | 3% | * | 9% | 3.0 | 3.0 | |

44. Thinking specifically about TELEVISION shows and programs ONLY, in the last 2-3 weeks have you watched television shows and programs on the devices listed below?

Results have been ranked by % Yes

Yes	No
A desktop computer	
39%	61%
A laptop	
39%	61%
A console video game player like an X-Box or PlayStation	
31%	69%
A smartphone	
22%	78%
Other handheld electronic devices	
17%	83%
A tablet device like an iPad	
10%	90%

45. When you think about the effect that television has had on you over the years since you started watching TV, do you think it has done you more good than harm, or more harm than good?

20%	More good than harm
6%	More harm than good
39%	Some of both
35%	No impact

(IF "SOME OF BOTH," ASK ON A SEPARATE SCREEN:) If you had to choose, would you say it has done you more good than harm, or more harm than good?

N=196

<u>SKIP</u>	<u>TOT</u>	
73%	29%	More good than harm
27%	10%	More harm than good

Recalculated 3-way choice

49%	More good than harm
16%	More harm than good
35%	No impact

(IF Q45:1-2 OR 4, THEN ASK:)

46. In the space provided below, please write one or two reasons why you think watching TV has (done you more good than harm/done you more harm than good/not had an impact on you). If you would rather not provide your opinion on this topic please check the box that reads decline to respond.

SEE VERBATIM RESPONSES

Now, just a few questions about you...

D2. Which of the following live in your home with you: **(Select all that apply)**

56% BOTH PARENT HOUSEHOLDS
16% STEP-PARENT HOUSEHOLDS
24% SINGLE PARENT HOUSEHOLDS

90% Mother
63% Father
46% Brother(s)
45% Sister(s)
13% Stepfather
12% Grandparent(s)
4% Stepmother
4% Aunt(s) or uncle(s)
3% Cousin(s)
3% Other family members
2% Friends of your family
* Foster parents

(IF D2:L-2, THEN ASK:)(SKIP BASE = 464 TEENS WITH A MOTHER OR STEPMOTHER IN THE HOUSE)

D3a. And, to the best of your knowledge, what is the last grade your (mother/stepmother) completed in school?

<u>SKIP</u>	<u>TOT</u>	
38%	35%	HIGH SCHOOL OR LESS
29%	27%	SOME COLLEGE/VOC TECH
31%	29%	COLLEGE+
3%	3%	Some grade school (Grades 1-8)
14%	13%	Some high school
20%	18%	Graduated high school
6%	5%	Technical or vocational school
24%	22%	Some college
26%	24%	Graduated college
5%	5%	Graduate/professional school
2%	2%	Don't know

(IF D2:3-4, THEN ASK:)(SKIP BASE = 376 TEENS WITH A FATHER OR STEPFATHER IN THE HOUSE)

D3b. And to the best of your knowledge, what is the last grade your (father/stepfather) completed in school?

<u>SKIP</u>	<u>TOT</u>	
30%	22%	HIGH SCHOOL OR LESS
32%	24%	SOME COLLEGE/VOC TECH
37%	27%	COLLEGE+
2%	2%	Some grade school (Grades 1-8)
5%	4%	Some high school
22%	17%	Graduated high school
10%	8%	Technical or vocational school
21%	16%	Some college
26%	20%	Graduated college
10%	8%	Graduate/professional school
2%	2%	Don't know

(SHOW TO ALL)

D4. Which of the following best describes where you go to school:

- 85% Public school
- 7% Private school
- 6% Home school
- 1% Graduated from high school
- * Not currently attending school

(IF D4:1-4, THEN ASK:)

D5. How good a student would you say you are in school--one of the best in the class, near the top, above average, about average, a little below average, or having some difficulty keeping up?

Results shown among 498 teens in school

- 17% One of the best in the class
- 23% Near the top
- 33% Above average
- 22% About average
- 3% A little below average
- 1% Having some difficulty keeping up

(ASK ALL)

D6. Which of the following best describes your plans for after high school:

Results have been ranked by highest %

- 60% Attending a four-year college
- 20% Attending a two-year or community college or vocational school
- 10% Getting a full-time job
- 4% Serving in the military
- 2% Traveling/taking time off
- 3% None of the above

D7. How would you describe the area in which you live:

- 19% Big city
 - 44% Suburban area
 - 21% Small town
 - 15% Rural area
 - 2% Other
-

D8. Would you describe your family as:

- 2% Wealthy
 - 8% Upper middle class
 - 49% Middle class
 - 17% Lower middle class
 - 10% Working class
 - 13% Struggling financially
-

D9. Other than being an American, what is your main ethnic or racial heritage? **(Select all that apply)**

- 13% African American or Black
 - 70% White
 - 15% Hispanic or Latino American
 - 3% Asian American
 - 1% American Indian/Native American
 - 1% Other
-